

## Message Text

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43

ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 PA-04 PRS-01 USIA-15 CIAE-00

INR-10 NSAE-00 RSC-01 L-03 DRC-01 /067 W

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R 211255Z MAR 74

FM AMEMBASSY BUENOS AIRES

TO SECSTATE WASHDC 5130

INFO USDOC WASHDC

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E.O. 11652: N/A

TAGS: EIND, ETRD, AR

SUBJECT: PROPOSED ARGENTINE CINEMA LAW

REF: A. STATE A-1765, B. EMBASSY A-183

1. EMBOFF DISCUSSED DRAFT CINEMA LAW WITH LERNER FEB 15, AND MATTER ALSO CONSIDERED BY AMBASSADOR HILL AND MPEAA VICE PRESIDENT HARRY STONE ON MARCH 7. SENSE OF LATTER CONVERSATION WAS THAT APPROACHES TO GOA BY EMBASSY NOT APPROPRIATE UNTIL MEASURE SURFACES IN MORE OFFICIAL FORM. PRESS REPORTS TODAY INDICATE DRAFT WILL BE SENT TO CONGRESS WITHIN NEXT FEW DAYS, AND POSSIBILITY EXISTS THAT CONTENT MAY HAVE BEEN MODIFIED SUBSTANTIALLY. LOCAL DISTRIBUTORS AND EXHIBITORS ARE EXPECTED TO LOBBY AGAINST OBJECTIONABLE FEATURES OF NEW PROPOSAL.

2. TREATMENT OF THIS SUBJECT IN CONGRESS LIKELY TO TOUCH MOST SENSITIVE NATIONALISTIC CHORDS, AND EMBASSY WOULD PREFER TO AVOID INVOLVEMENT UNTIL IMPACT ON US INTERESTS BECOMES CLEARER. ONE INTERESTING OINT IS THAT DRAFT IS PROJECT OF SECRETARY OF PRESS AND BROADCASTING EMILIO ABRAS, WHO WOULD BE GIVEN EFFECTIVE CONTROL OF ARGENTINE CINEMA PRODUCTION AND DISTRIBUTION BY PRESENT TEXT.

3. DATA ON US SHARE OF FILM IMPORTS NOT YET AVAILABLE FOR 1973. HOWEVER, REF B INDICATED THAT, IN 1972, US FIRMS

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ACCOUNTED FOR 32 PER CENT OF ALL NEW RELEASE (126 OF 392).

RATIO OF IMPORTED NEW RELEASES FROM ALL SOURCES TO NEW ARGENTINE RELEASES IN 1972 WAS THIRTEEN TO ONE. IMPACT OF IMPOSITION OF SIX TO ONE RATIO WOULD OBVIOUSLY BE HEAVY, ALTHOUGH IMPOSSIBLE TO PROJECT IN VALUE TERMS NOW. MEMBERS OF MPEAA REPORTED NET EARNINGS FOR 1972 OF APPROXIMATELY US\$3.9 MILLION (SEE REF B), INCLUDING EARNINGS FROM DISTRIBUTION OF THIRD-COUNTRY PRODUCTIONS.

4. EMBASSY WILL REPORT FURTHER DEVELOPMENTS AS THEY OCCUR.  
HILL

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
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**Draft Date:** 21 MAR 1974  
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**Disposition Approved on Date:**  
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**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
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